

Fig. 1

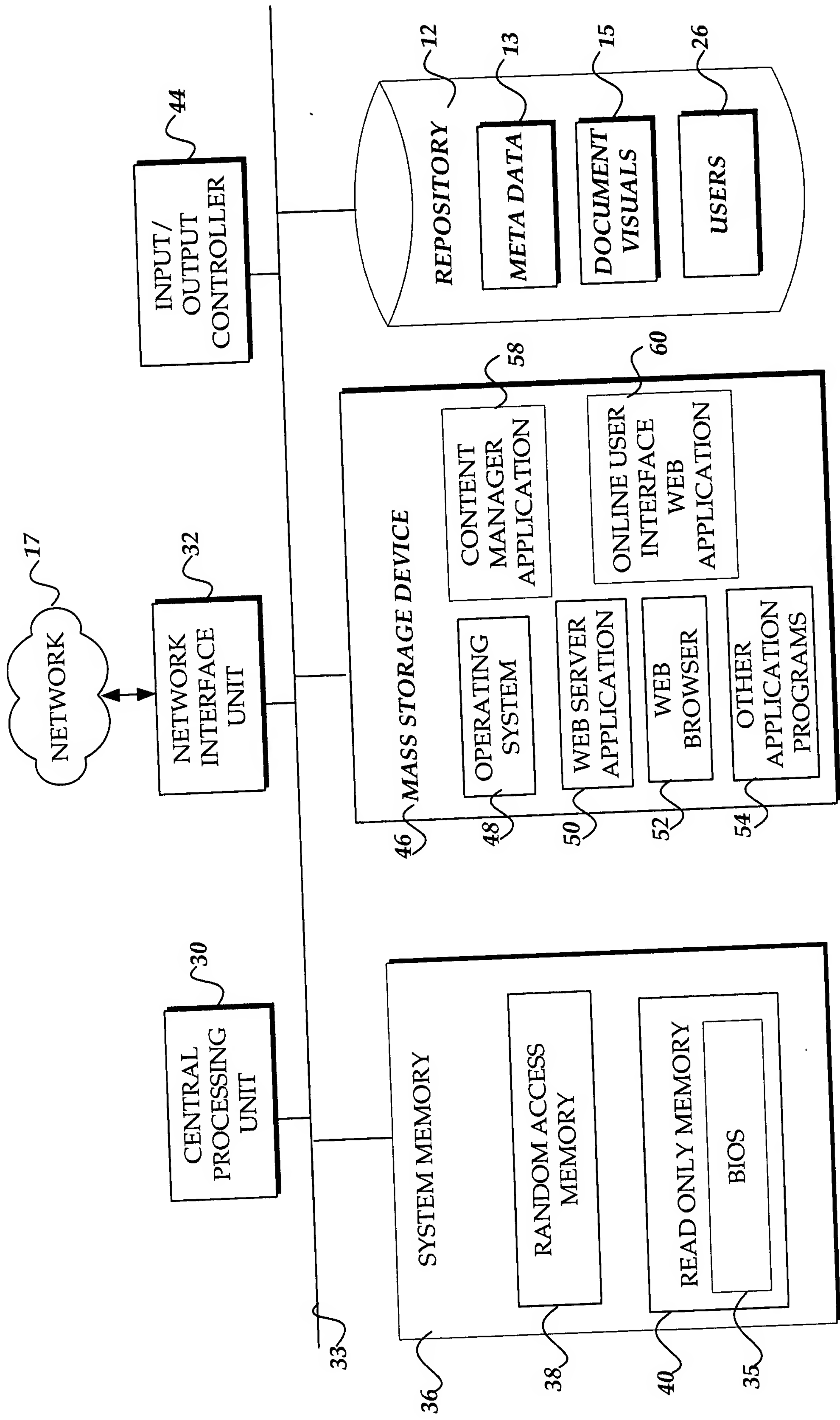


Fig. 2

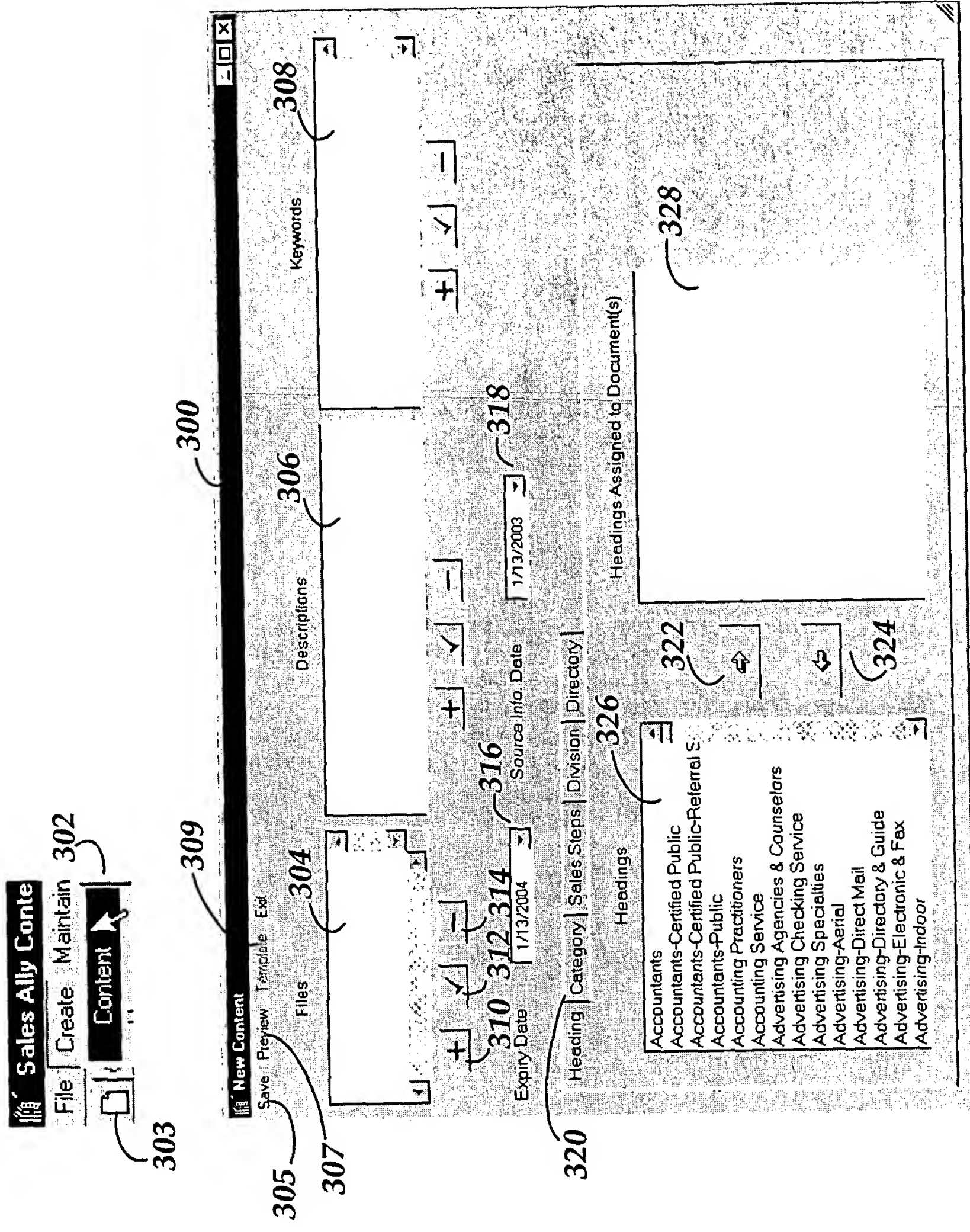


Fig. 3

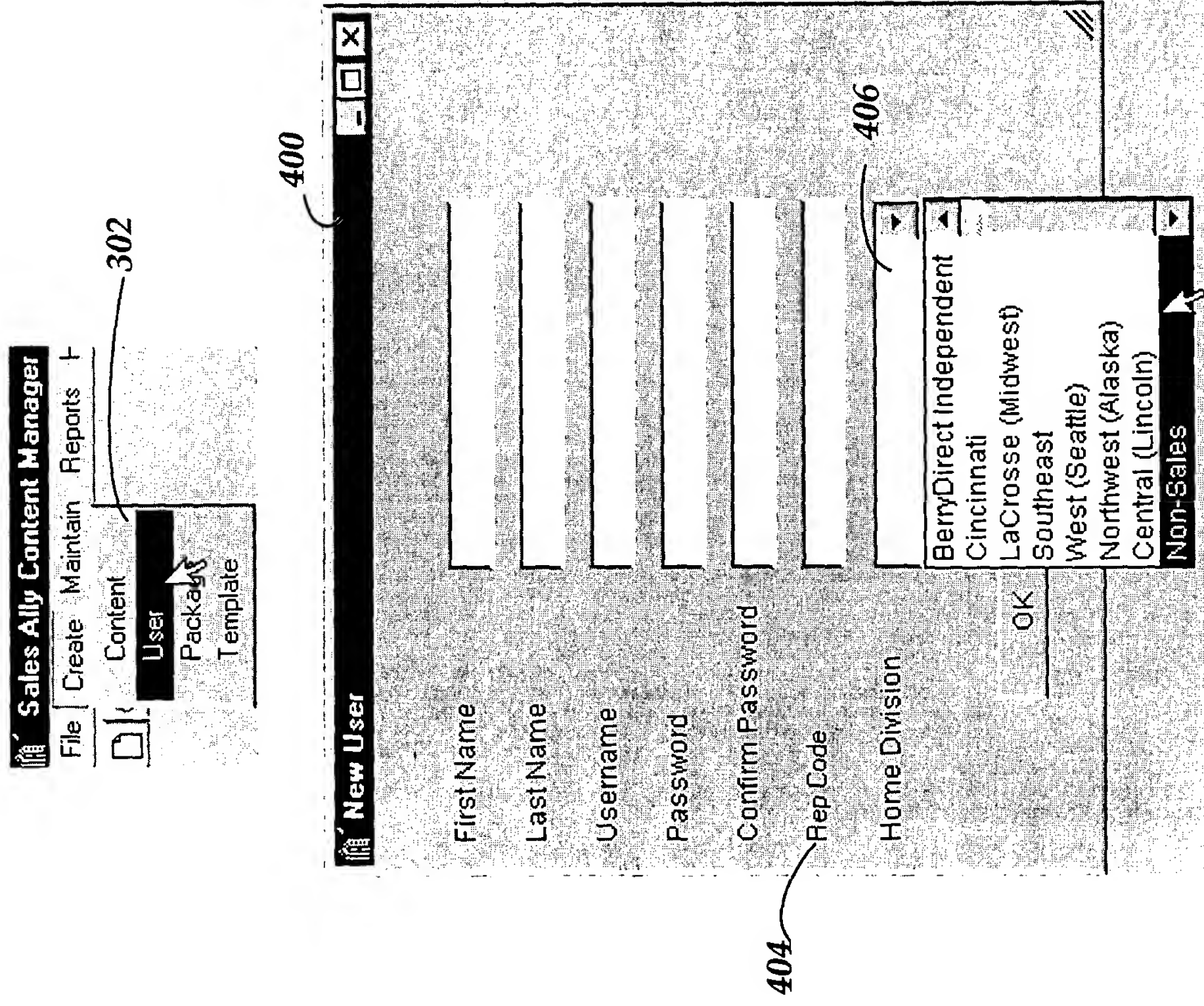


Fig. 4

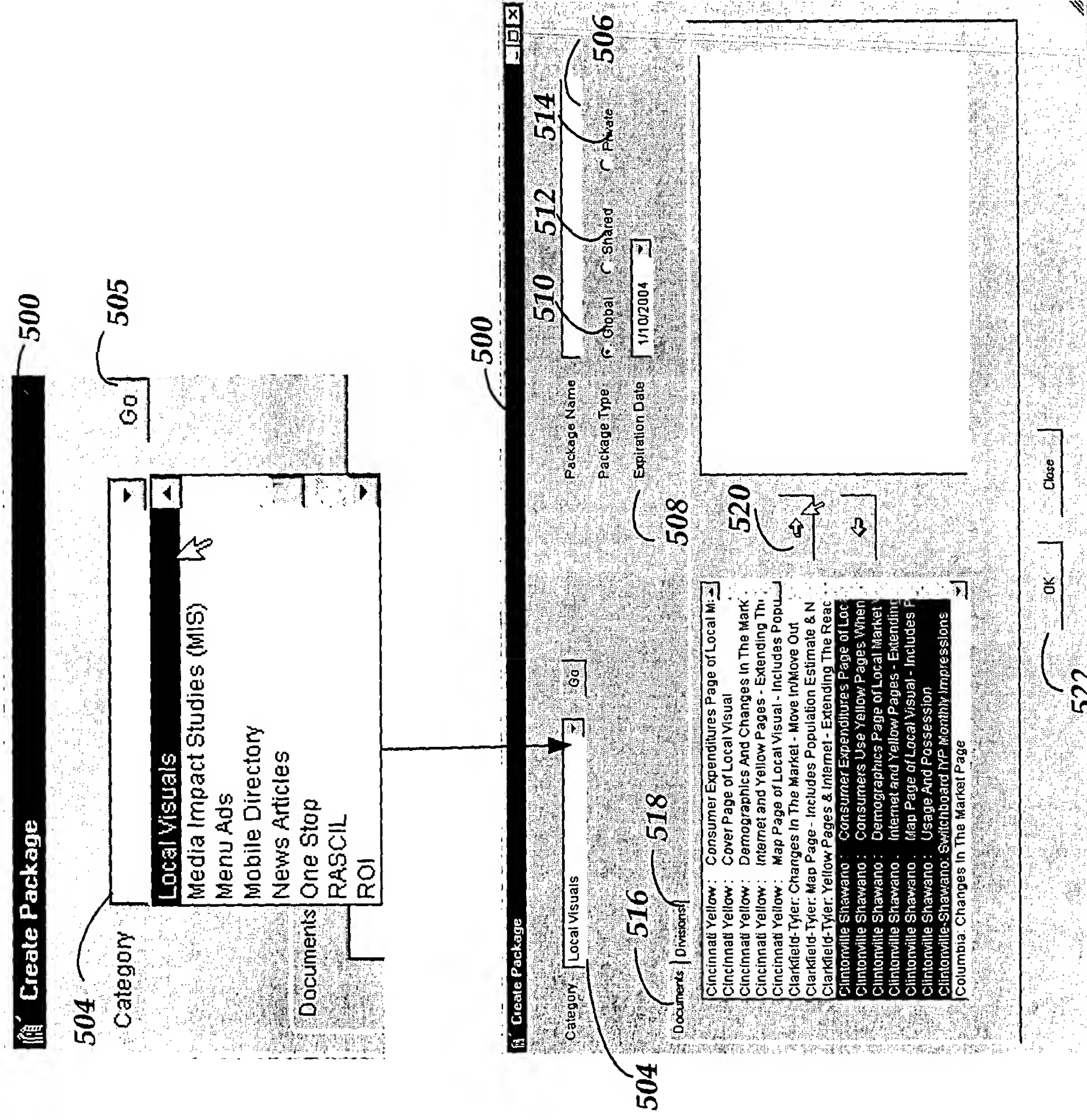


Fig. 5

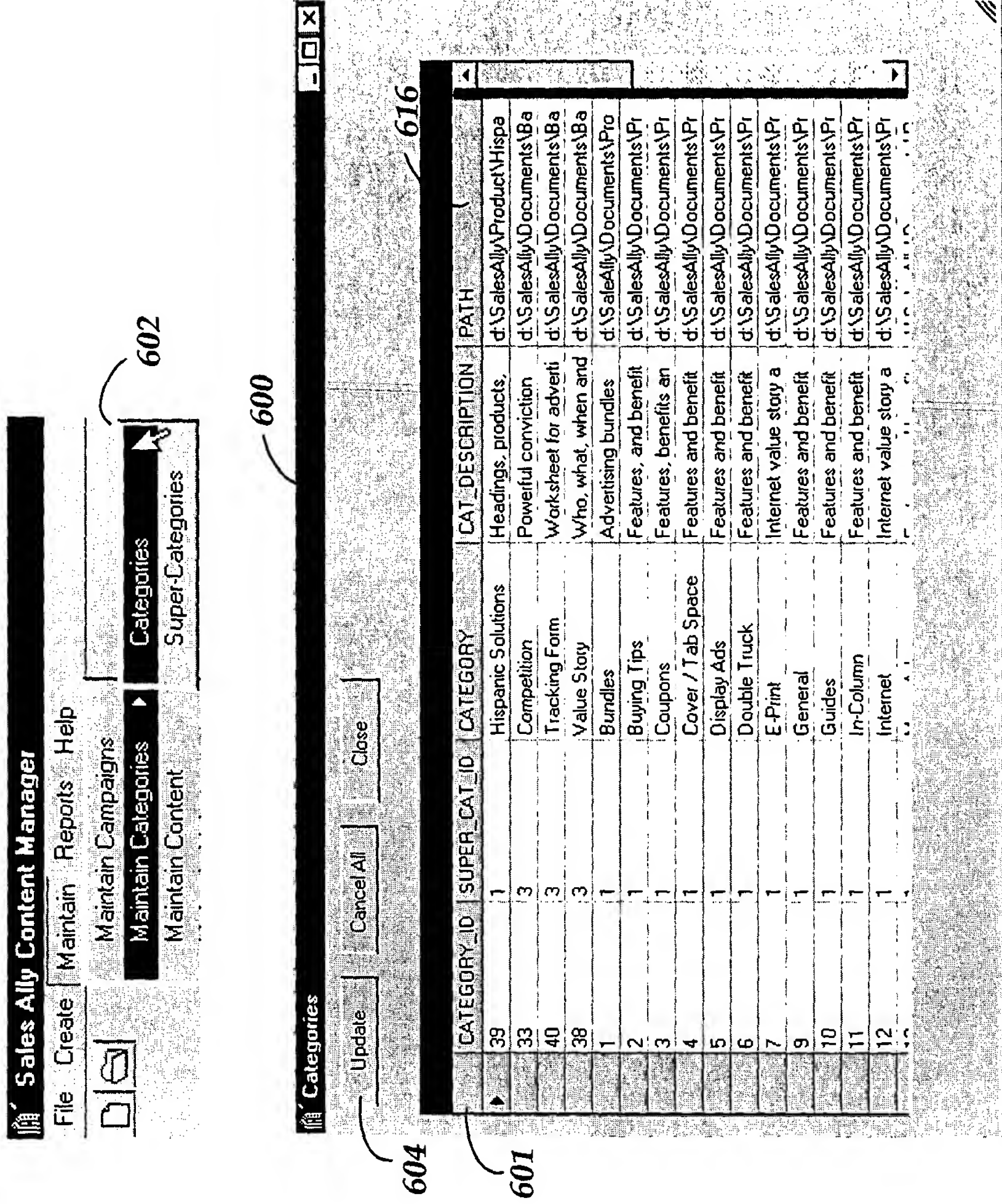


Fig. 6

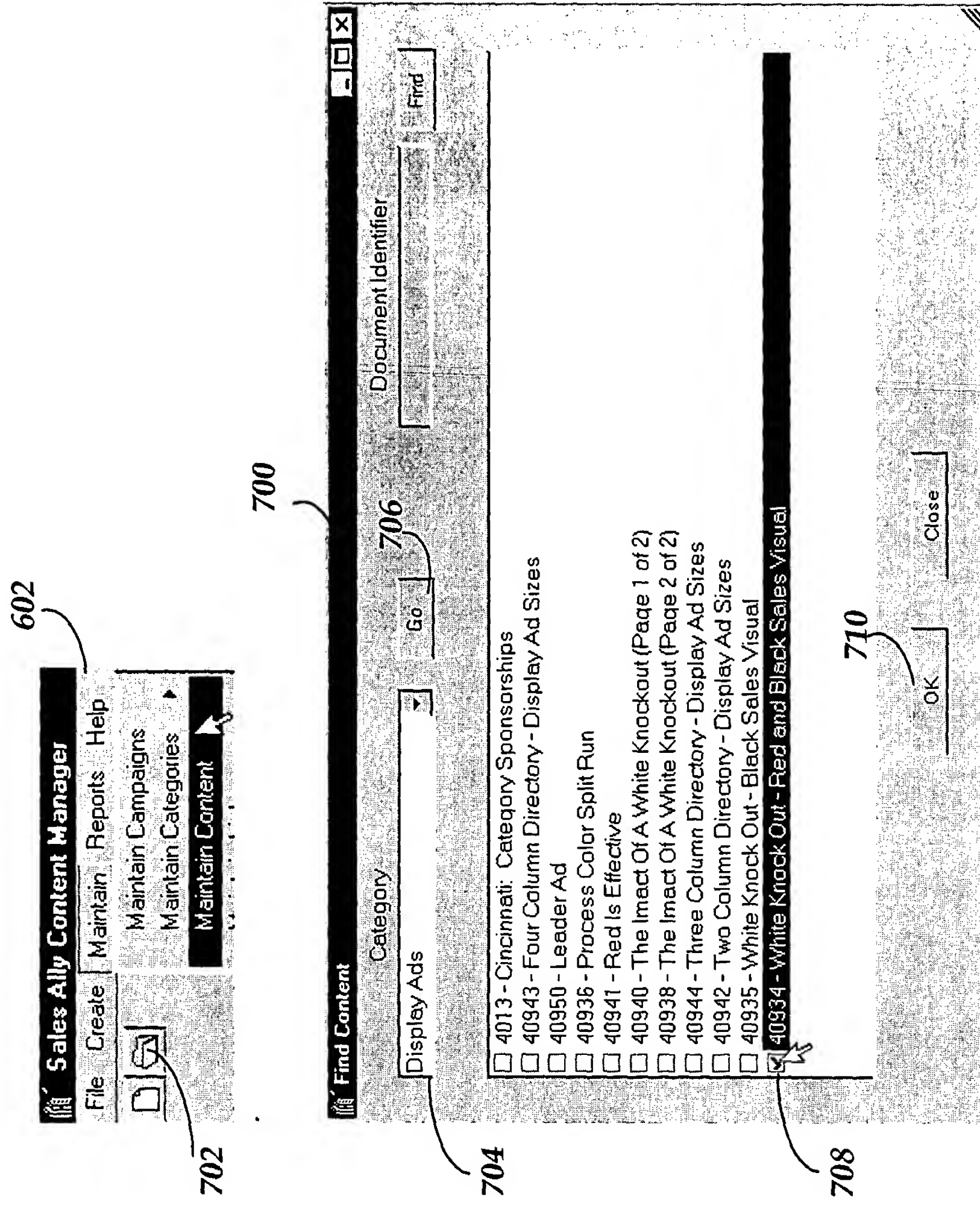


Fig. 7

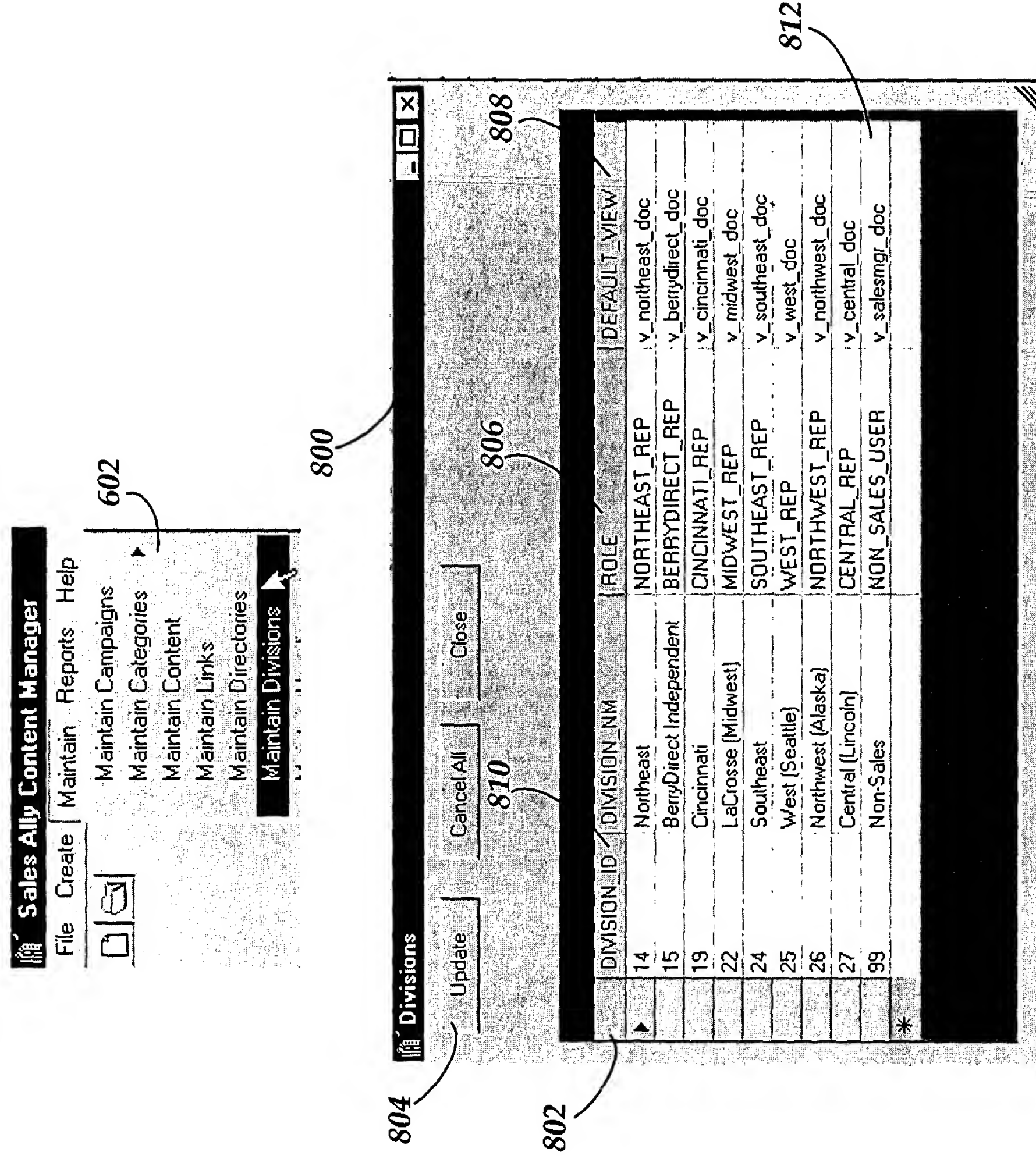


Fig. 8

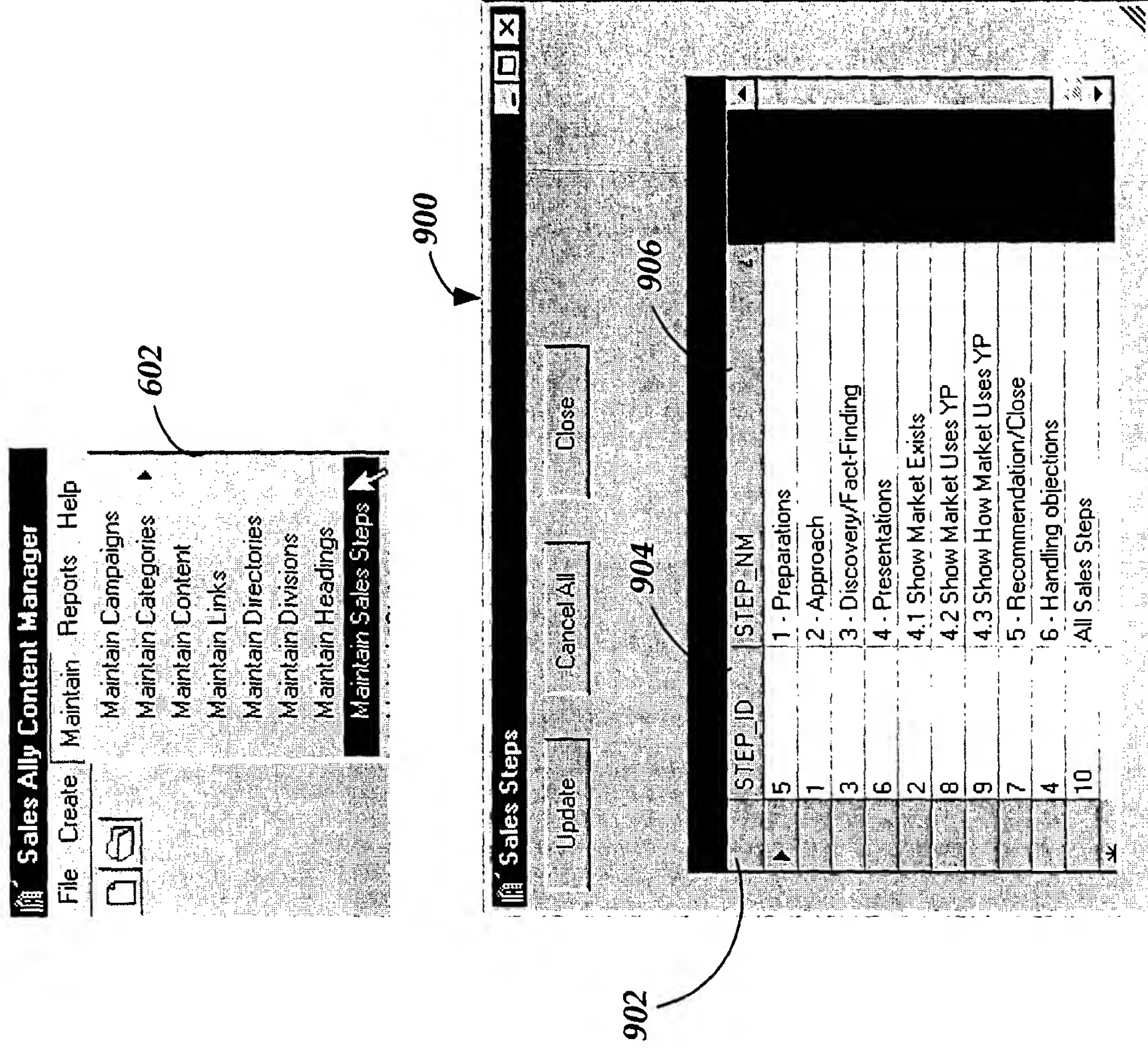


Fig. 9

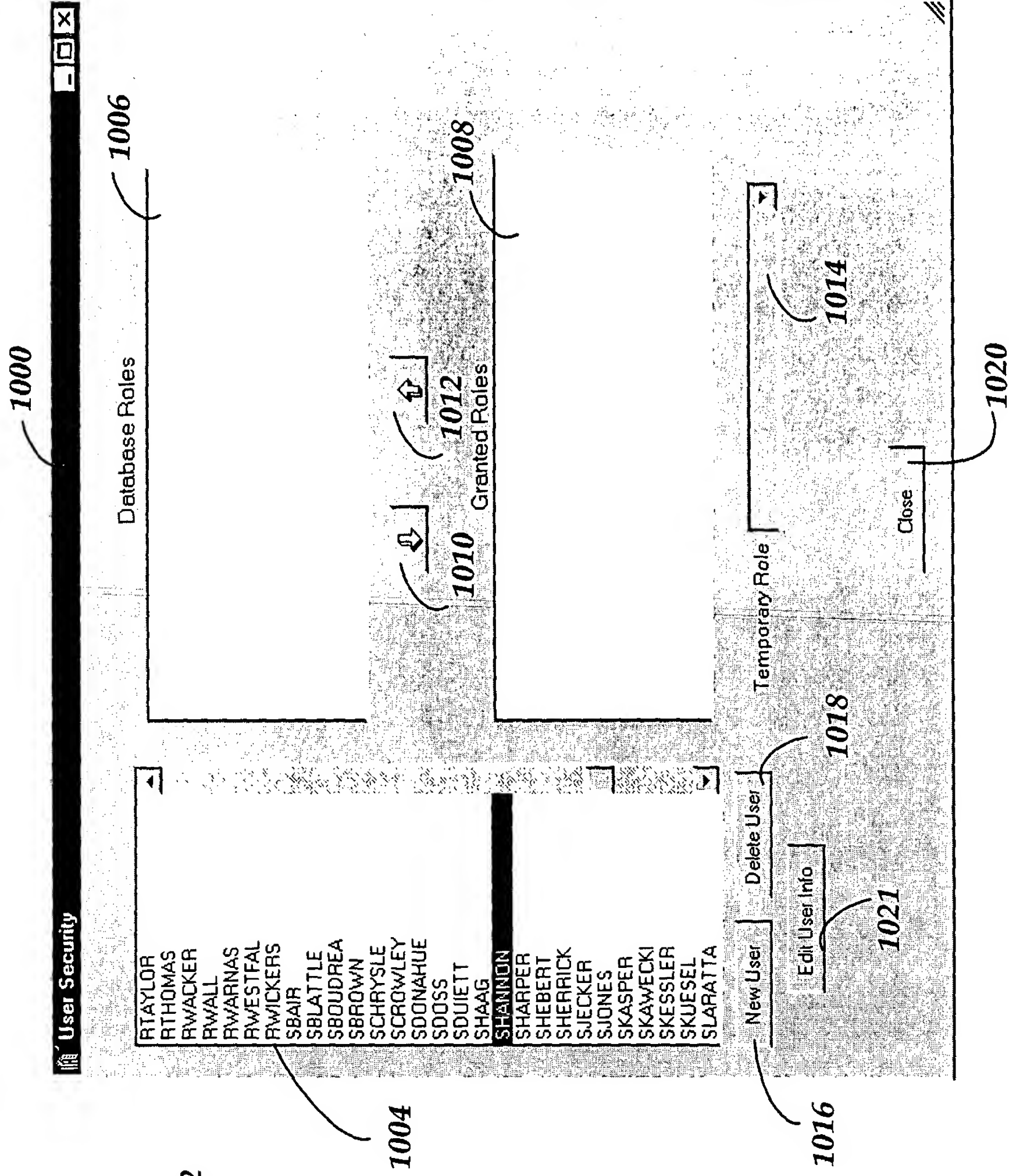
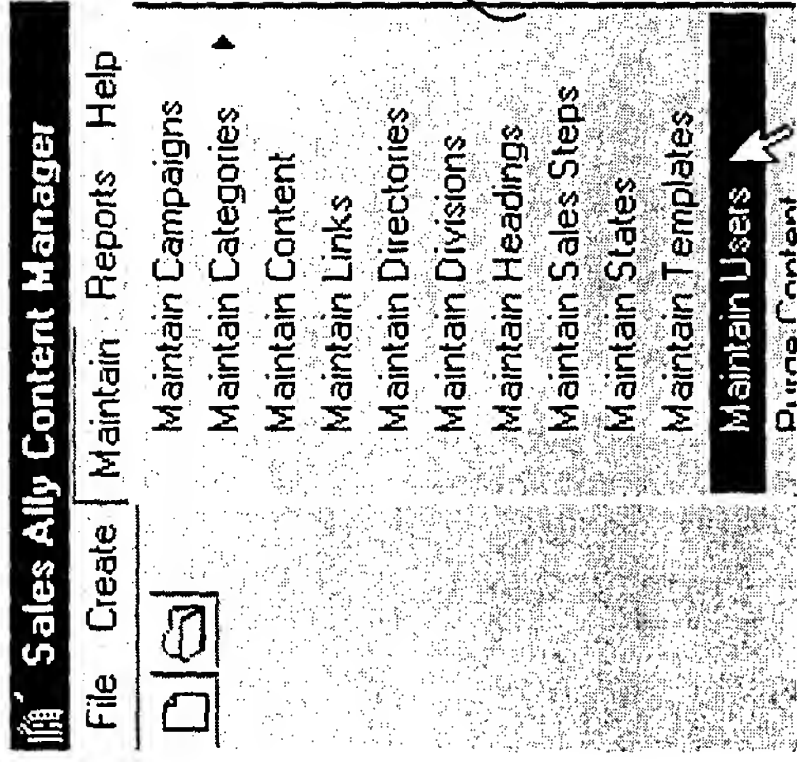


Fig. 10

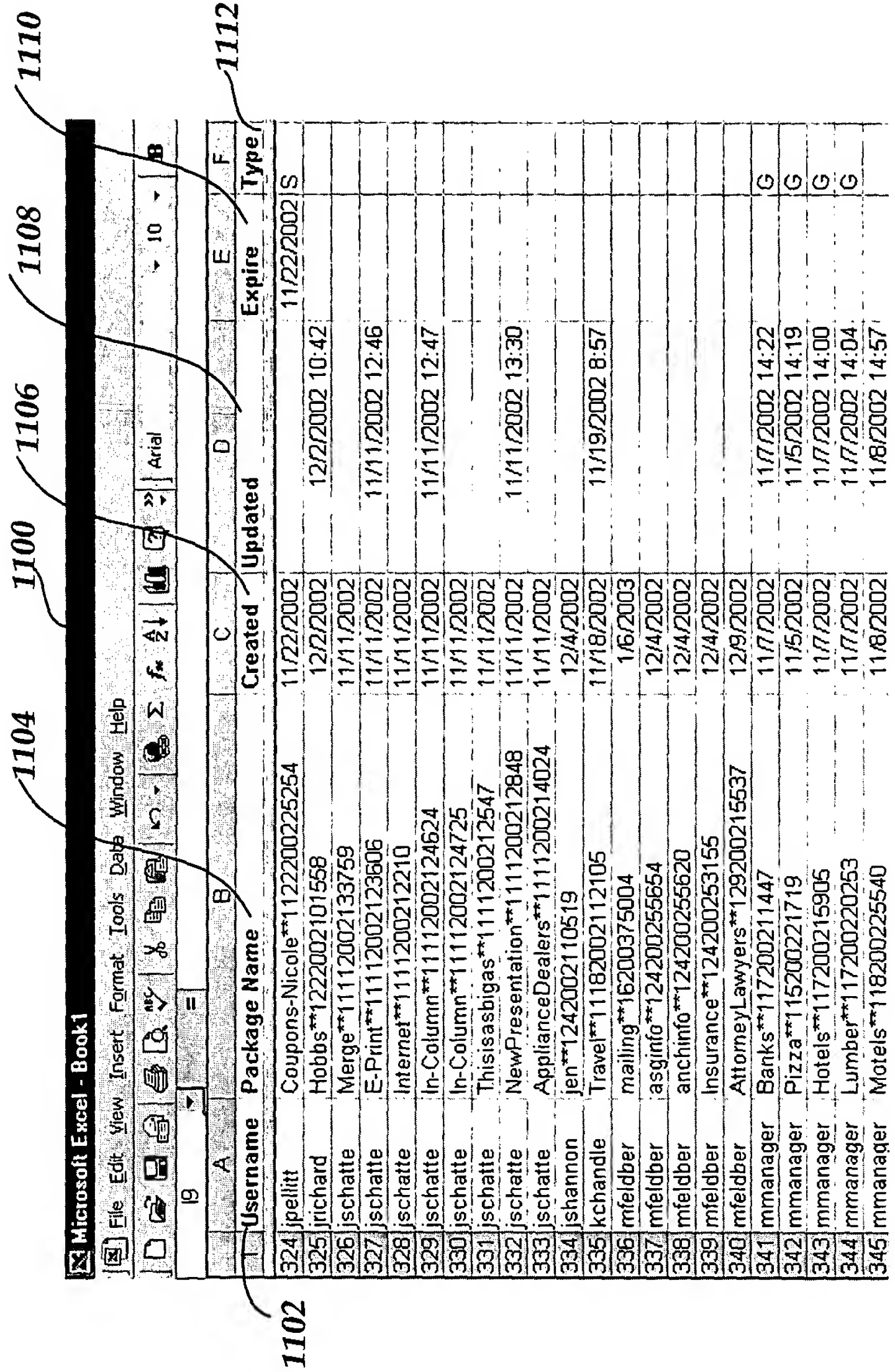


Fig. 11

1200

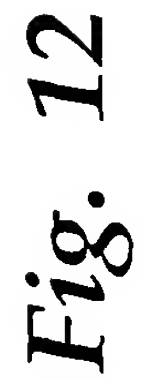


Fig. 12

1311



Directories

Update

Cancel All

Close

1312

1314

1316

1313

Directory No	Internet Directory No	Directory Name	State	Date Created
017024	102353	Aberdeen	ID	8/1/2002
049010	102354	Adams Pulaski	NY	8/1/2002
068010	102811	Adamsville	TN	8/1/2002
049028	102355	Adirondack	NY	8/1/2002
102046	(null)	Alaska Shoppers Guide	AK	8/1/2002
049557	(null)	Albany	NY	8/1/2002
049064	(null)	Albion	NY	8/1/2002
102000	(null)	Alden-Kiester	MN	8/1/2002
018053	102134	Aledo-Hillsdale-Morrison	IL	8/1/2002
049082	102356	Alfred	NY	8/1/2002
076218	(null)	Alleghany Cty	VA	10/25/2002
044422	102057	Alma Kearney	NE	8/1/2002
018187	102137	Altamont	IL	8/1/2002
005035	102357	Alturas-Intermountain North	CA	8/1/2002
049137	(null)	Amsterdam	NY	8/1/2002
002030	101753	Anchorage	AK	8/1/2002
101476	(null)	Anchorage Mobile Mini	AK	8/1/2002
103165	103441	Andalusia-Opp Area	AL	10/29/2002
069132	103460	Andrews	TX	8/1/2002
000555	(null)	Ap/Volt Dummy Directory	ND	10/25/2002

Fig. 13B

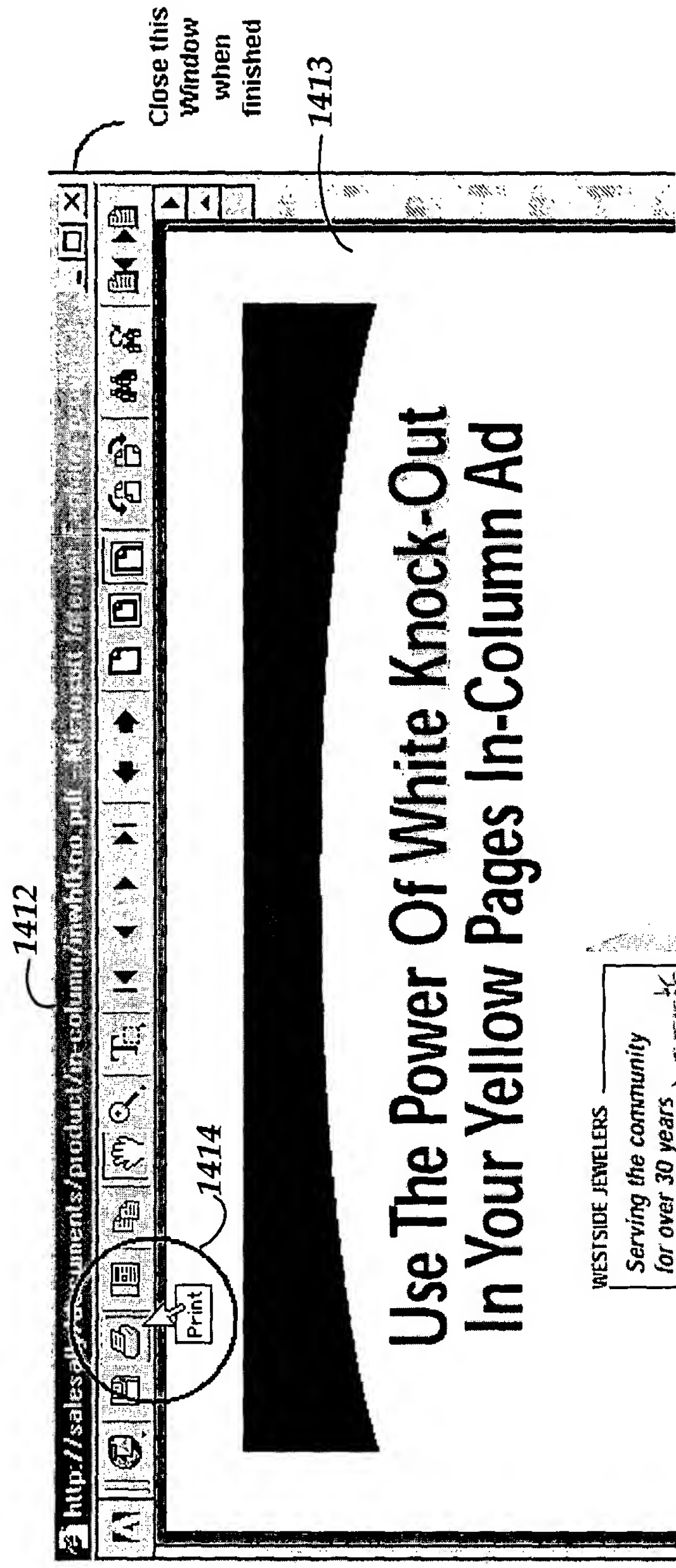


Fig. 14B

SALES Ally™

Local Visuals and Rates

Product Visuals

Basic VP Visuals

Heading Visuals

Account History

1500

Presentation

Keyword Search

Step Of Sale

[MAIN] [MySalesAllyDocs] [Change Password] [User Admin]

Product

Buying Tips

CD - ROM

Coupons

Cover / Tab Space

Display Ads

Double Truck

E-Print

General

Guides

Hispanic Solutions

In-Column

Internet

Keyed / GAP Ads

Menu Ads

Mobile Directory

One Stop

White Pages

1502

Presentation Name

1503

A1HomeImprovement

ABCAccountingSer

Apartments

Auto Parts

EagleValleyCO

HealthFoodCenter

HomeRemodeler

Internet Pkg

1504

Add

Add

Add

Add

Add

Add

Add

Add

1506

Add Documents To A New Presentation

Enter New Name

Create

1508

Back to Listing

Fig. 15

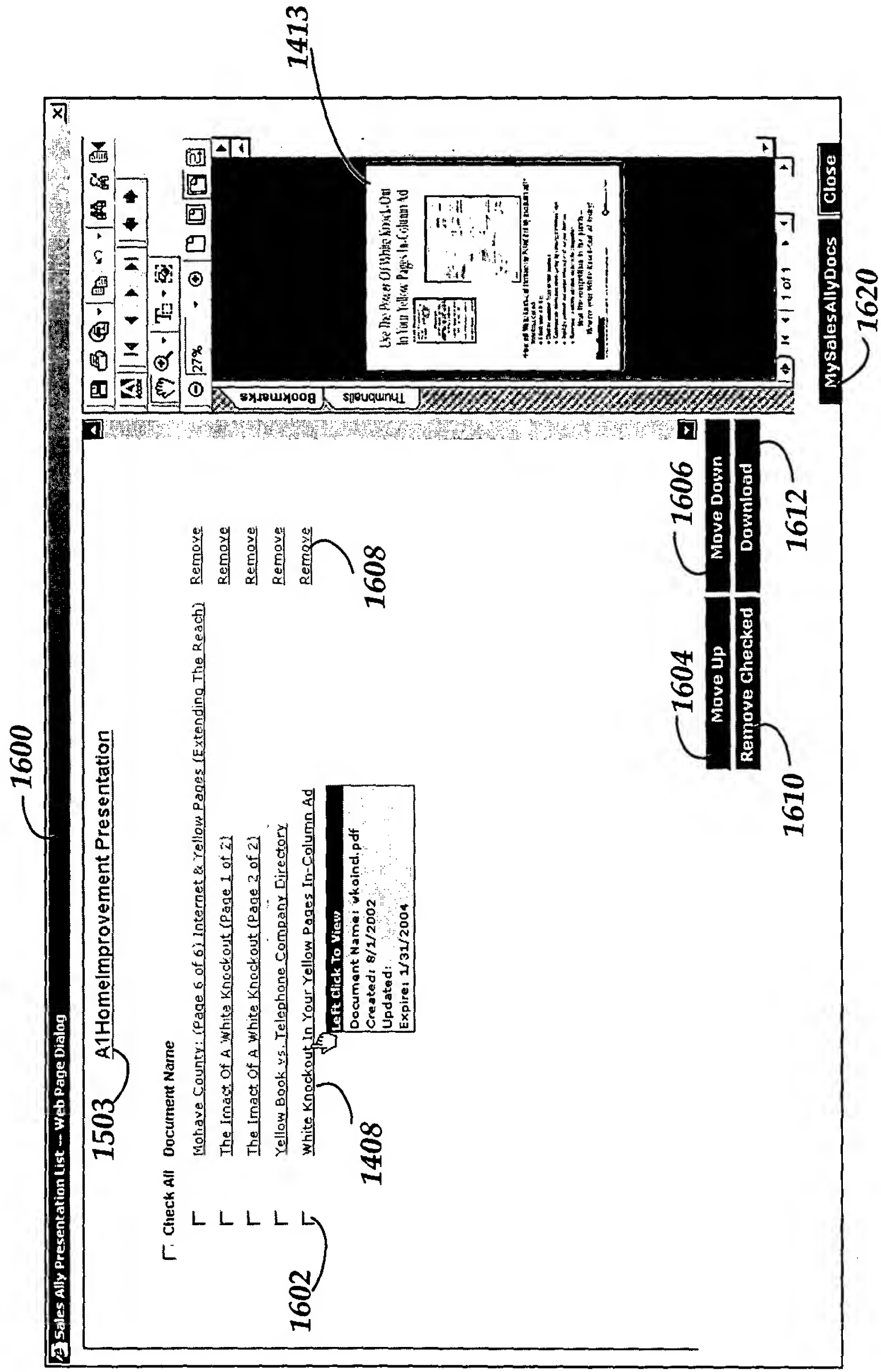


Fig. 16

Basic Yellow Page Visuals

1700

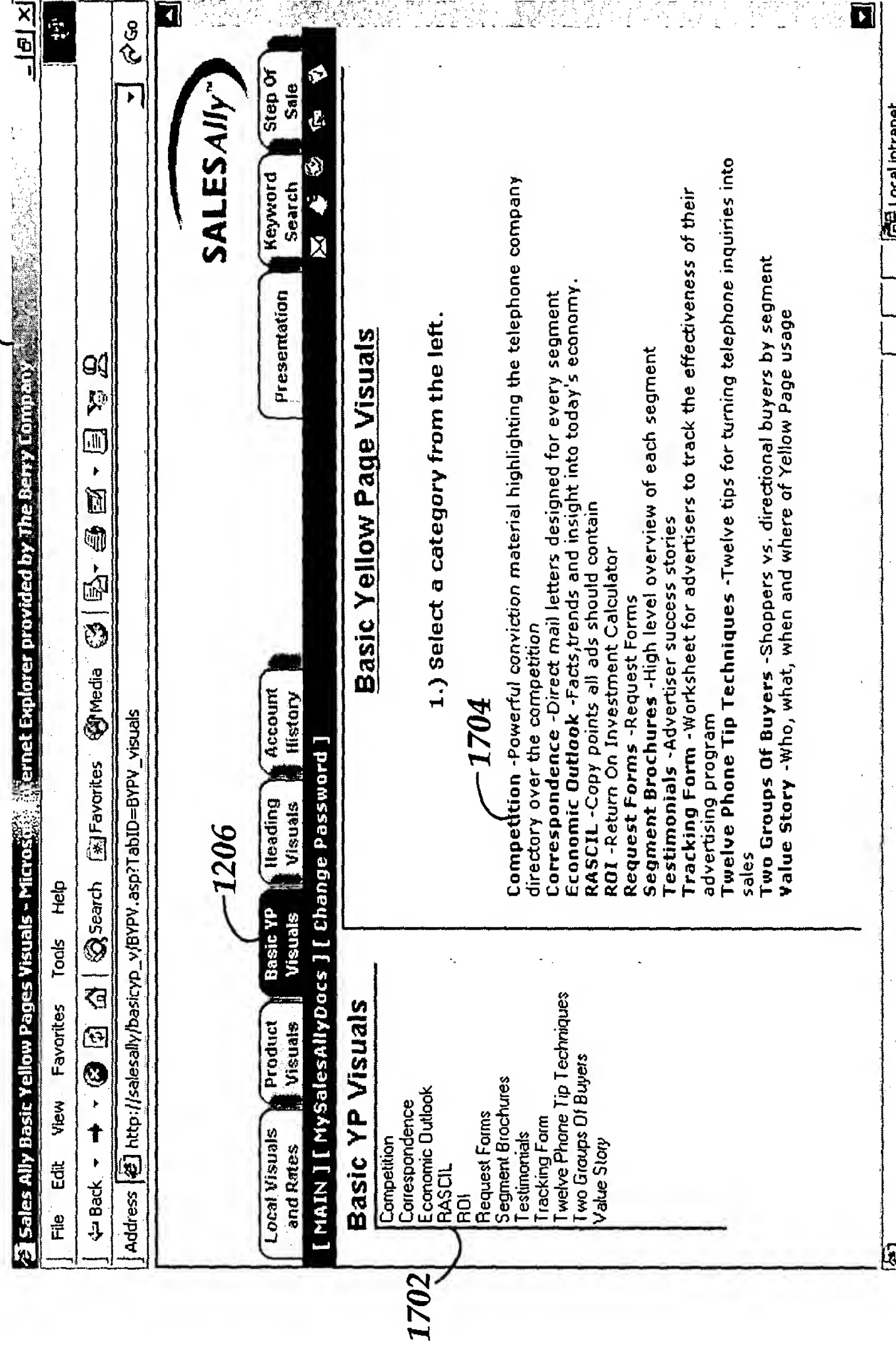


Fig. 17

Heading Visuals

1800

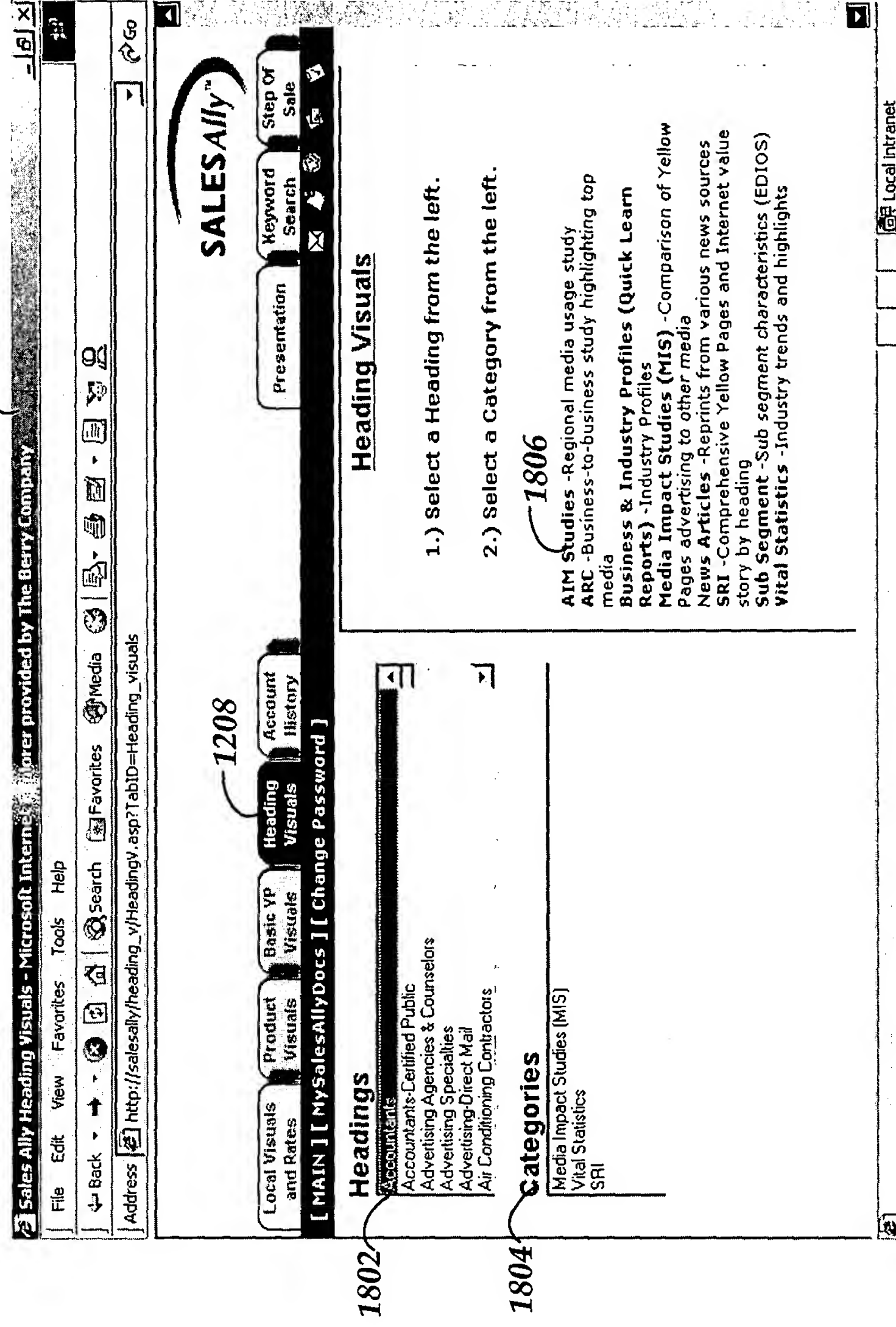


Fig. 18

Presentation Screen

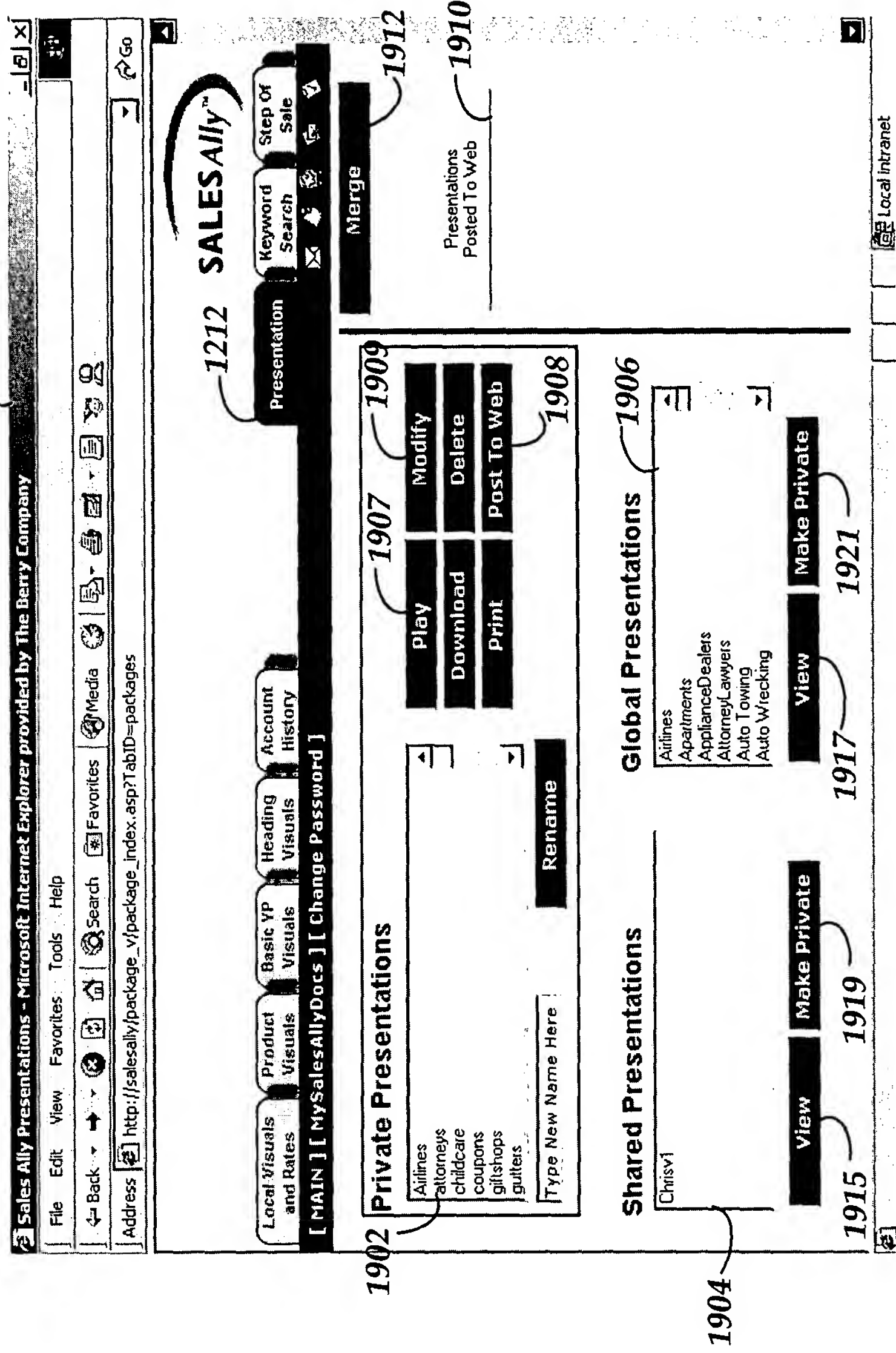


Fig. 19A

1911

Sales Ally Player - Microsoft Internet Explorer provided by The Berry Company

Prev

Next

GoTo

1

of 3 Document(s)



1915

Web site Packages

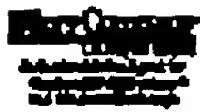
All Cincinnati Exchange Web site packages include:

- ✓ FREE Web site design and production with no upfront fees
- ✓ Web site hosting
- ✓ Registration of your company's Web site domain name (www.cincinnatiexchange.com)
- ✓ Site traffic reporting
- ✓ Convenient monthly billing through your current phone bill
- ✓ Friendly customer support staff to help you with site changes throughout the year
- ✓ Cincinnati Exchange's exclusive "Traffic Builder" bundle, a package of tools designed to drive customers to your Web site

1913

Complete WebMarketing Options	Basic Site	Advanced Site	Premium Site
Web site (Pages)	Up to 2	Up to 5	Up to 10
Design or Re-design site	FREE	FREE	FREE
Hosting	✓	✓	✓
Domain Name	✓	✓	✓
Site Activity Reporting	✓	✓	✓
Graphics/Images per site	6	20	40
Design changes (annual)	2	6	12
Traffic Builder			
Initial Search Engine Registration	✓	✓	✓
CEX Ad Banners	Title	Title	Horizontal
IMPROVED Switchboard DNA	✓	✓	✓
NEW Yahoo	✓	✓	✓
CEX Enhanced Listing	✓	✓	✓
Quick Quotes	✓	✓	✓
eCoupons	1	2	3
Retail Value	\$202/mo.	\$312/mo.	\$372/mo.
Bundle Price	\$120/mo.	\$180/mo.	\$210/mo.
Savings	\$82	\$132	\$162

Ask your sales representative for more details!



Cincinnati Bell Yellow Pages

www.CincinnatiExchange.com

65%

1 of 2

8.5 x 11 in

Fig. 19B

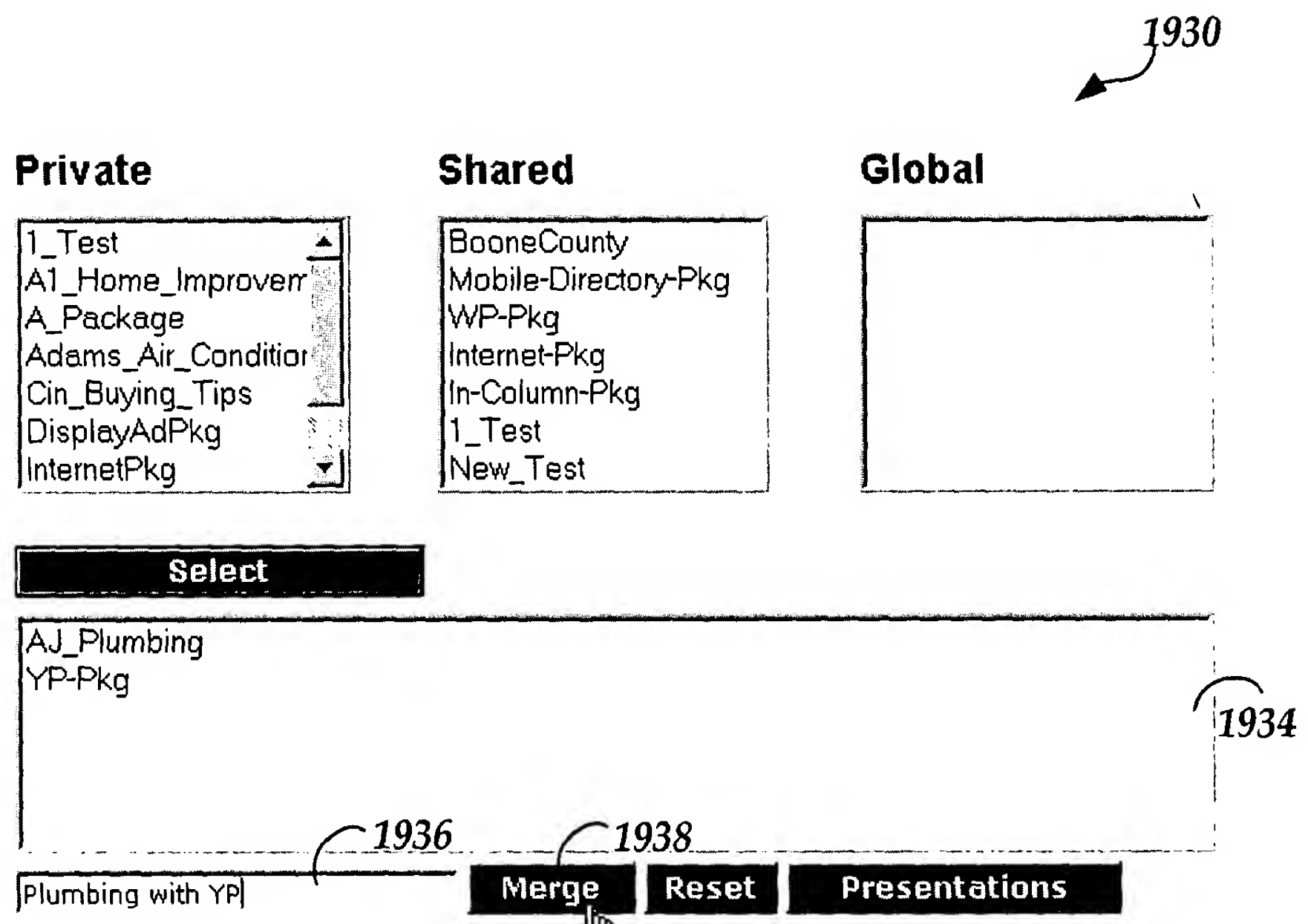
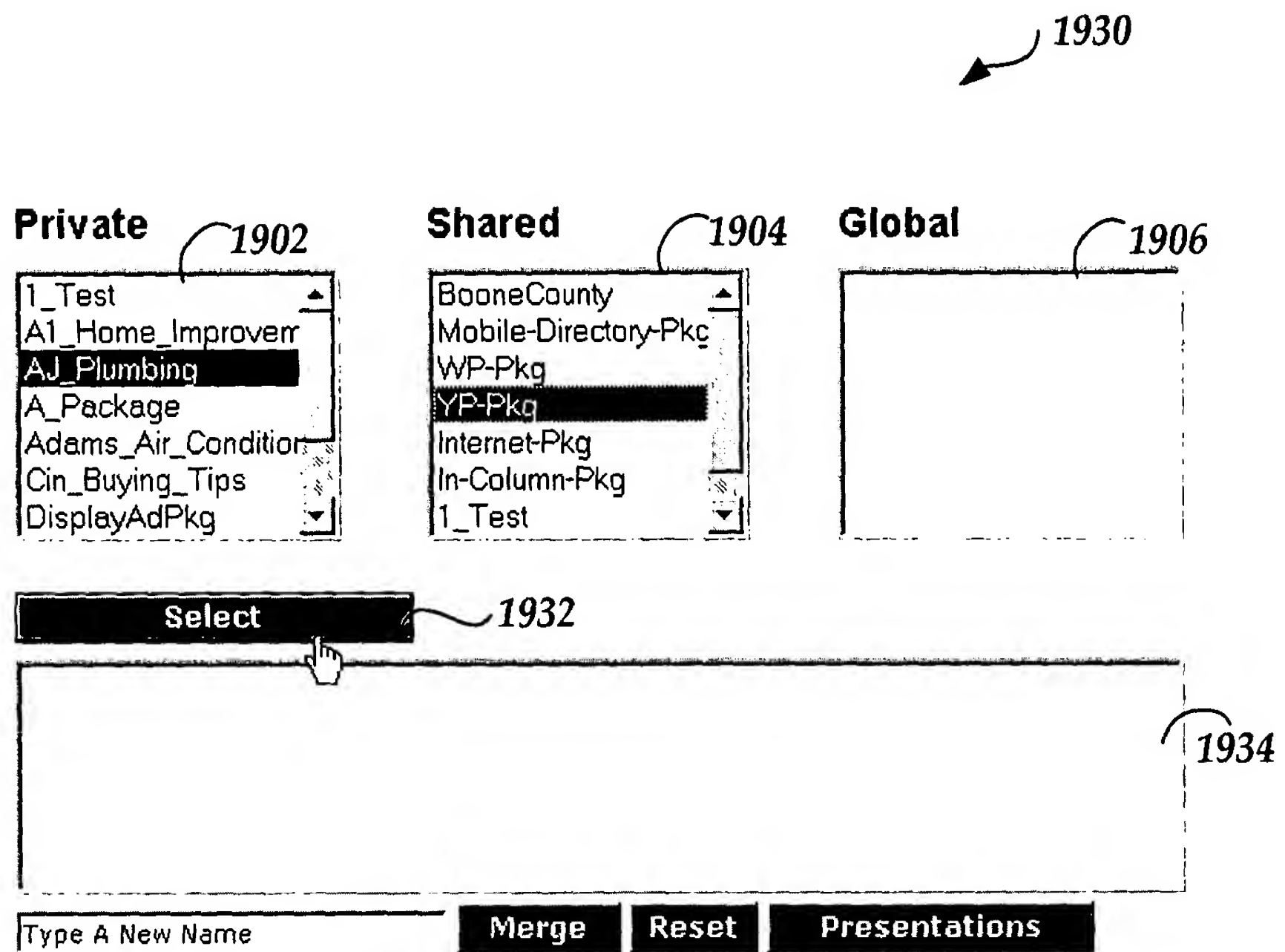
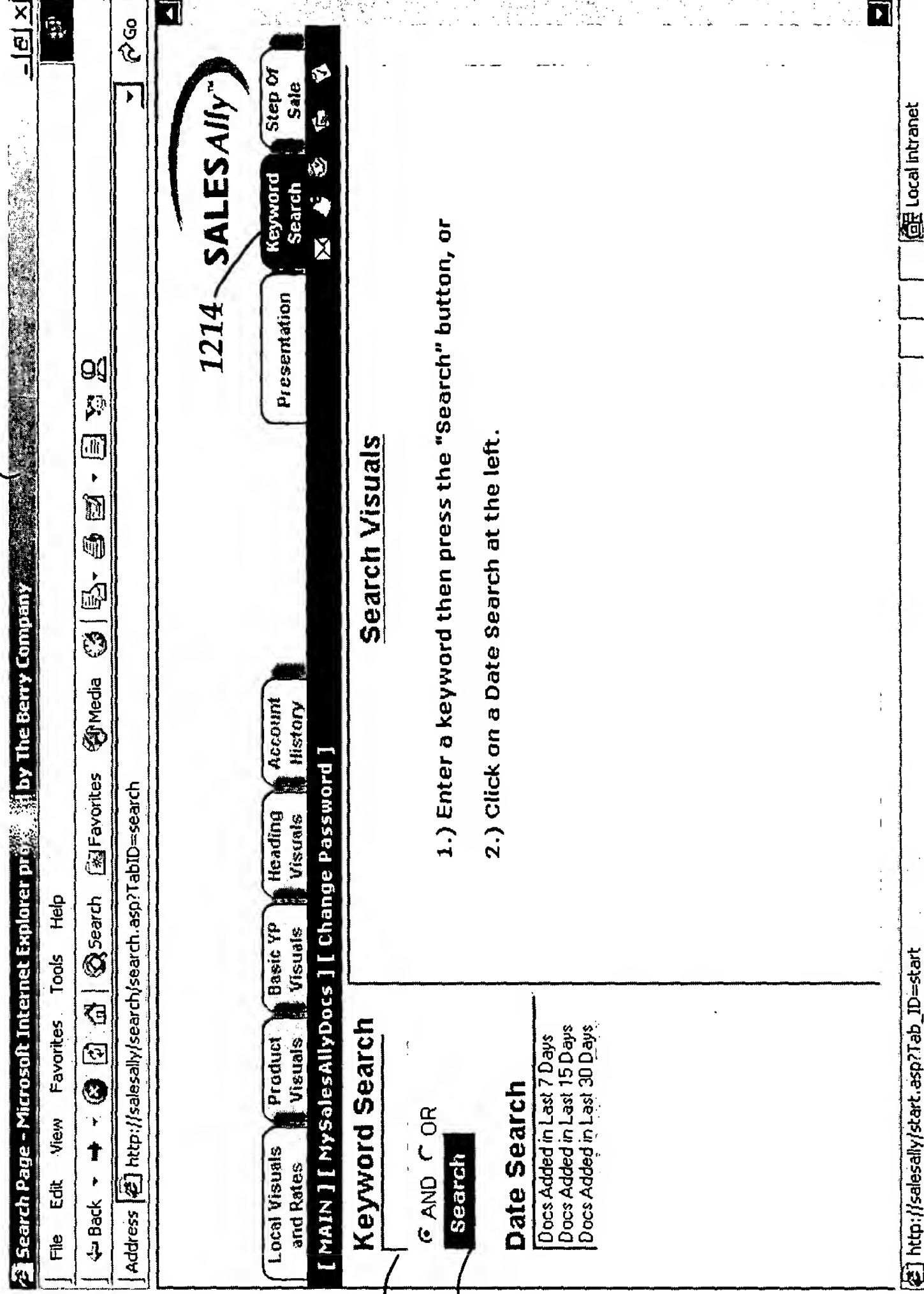


Fig. 19C

Keyword Search Screen

2000



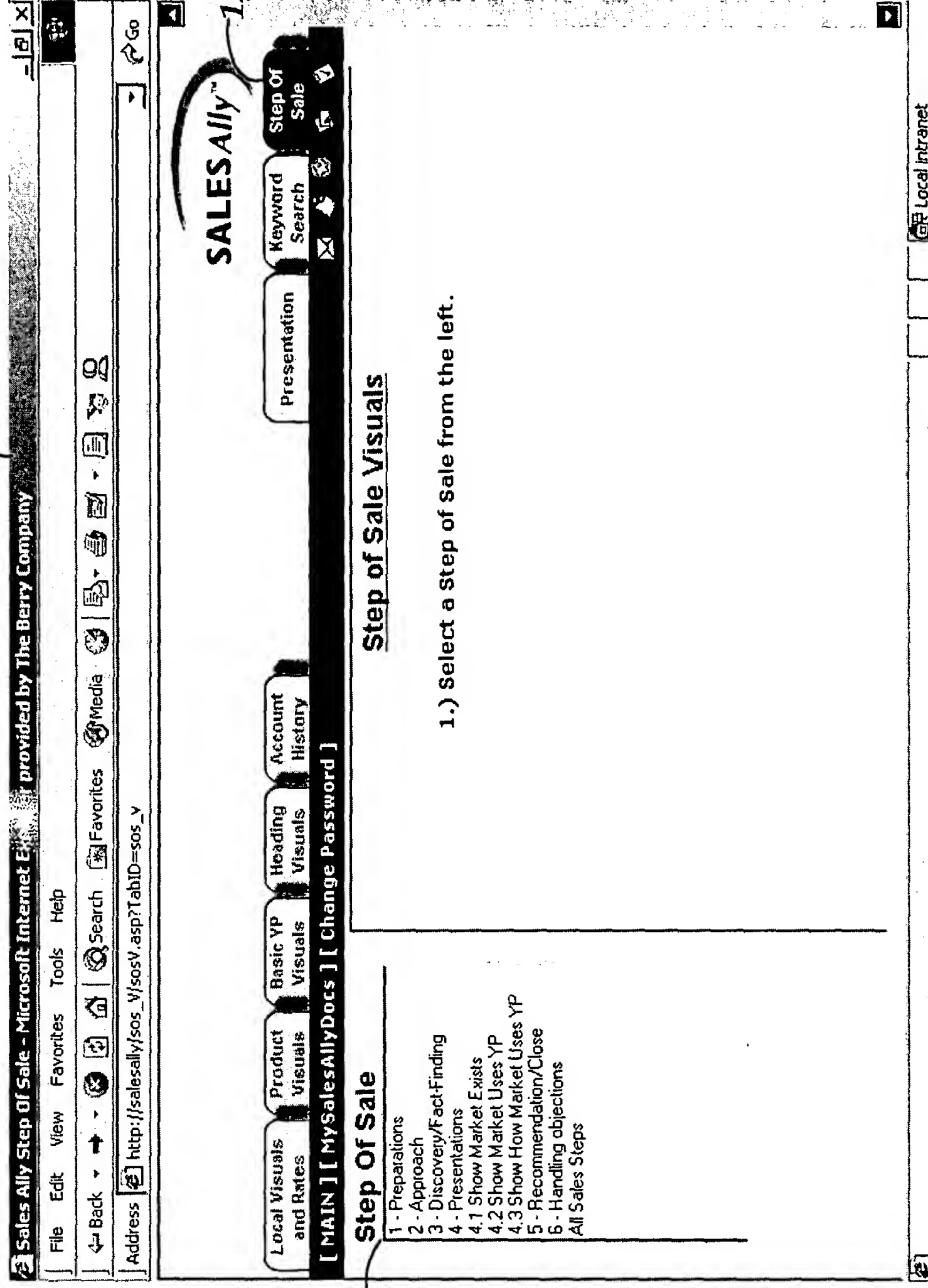
2002

2004

Fig. 20

Step Of Sale Screen

2100



2102

Fig. 21

2200

Local Visuals and Rates

Product Visuals

Basic YP Visuals

Heading Visuals

Account History

MySalesAllyDocs

Change Password

User Admin

Presentation

Keyword Search

Step Of Sale

Last Name	First Name	User Name	Temporary Role
Andrews	Robert S	randrews	NONE
Ball	Dennis	dball	NONE
Ballard	Jennifer M	jballard	BERRYDIRECT_REP
Barger	Linda K	lbarger	BNI_ADMIN
Barker	Jeannine Marie	jbarker	BNI_USER
Beemer	Elizabeth	ebeemer	CENTRAL_REP
Bell	Robert J	rbell	CINNATI_REP
Berry	Robert	rberry	MIDWEST_REP
Bertrams	Barb	bbertram	NON_SALES_USER
Blaine	Ramona	rbaine	NORTHEAST_REP
			NORTHWEST_REP
			SECURITY_ADMIN

Update

Cancel

Edit

Edit

Edit

Edit

Edit

Edit

Edit

Edit

Edit

Edit

123456789

Fig. 22

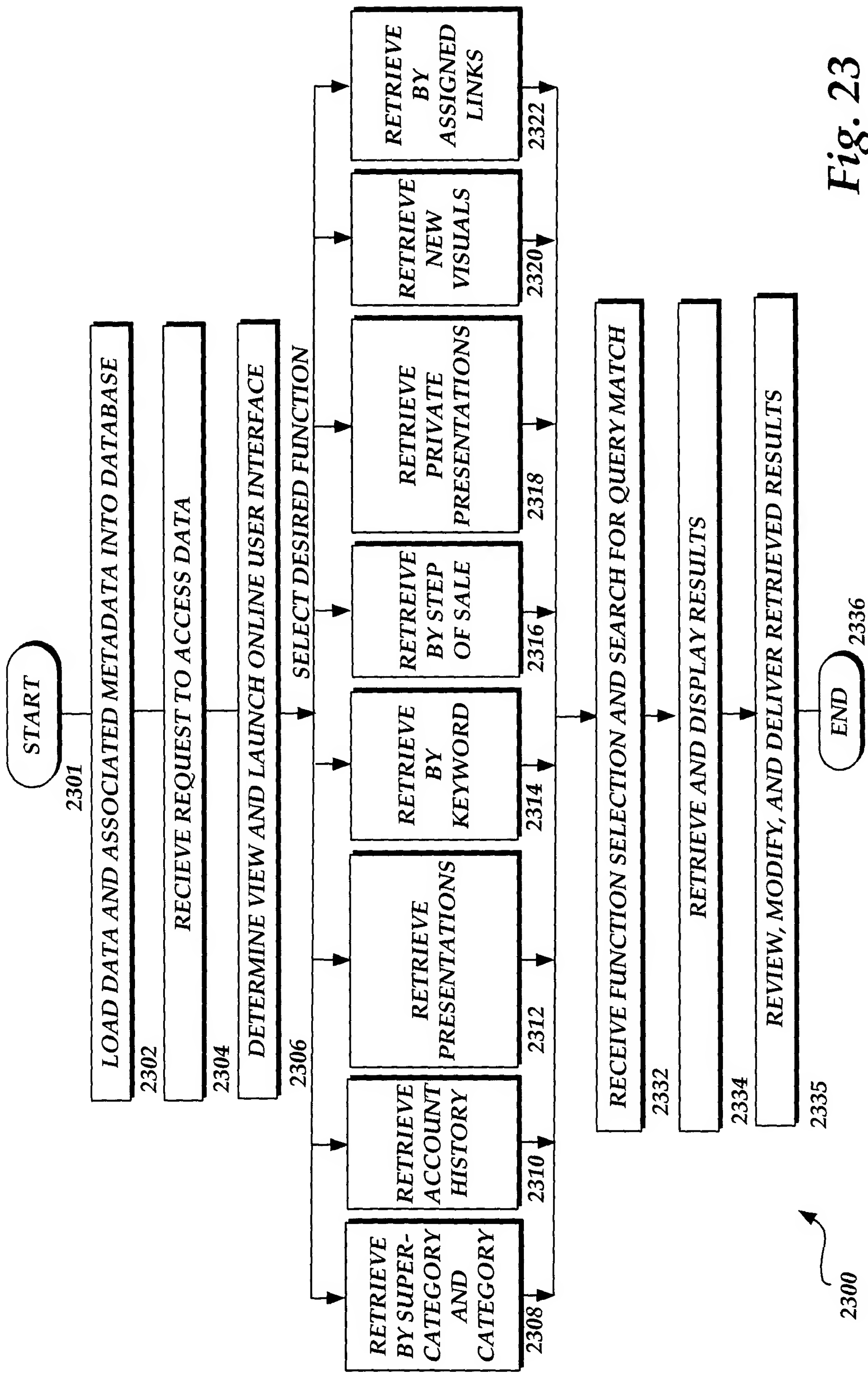


Fig. 23